

ESTTA Tracking number: **ESTTA454481**

Filing date: **02/02/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	AnitaChu
Granted to Date of previous extension	02/05/2012
Address	1388 Broadway, Unit 407 Millbrae, CA 94030 UNITED STATES
Correspondence information	Hoang-chi Truong Patent Law Works LLP 165 South Main Street, Second Floor Salt Lake City, UT 84111 UNITED STATES trademarks@patentlawworks.net

Applicant Information

Application No	85104049	Publication date	08/09/2011
Opposition Filing Date	02/02/2012	Opposition Period Ends	02/05/2012
Applicant	Television Food Network, G.P. 1180 Avenue of the Americas New York, NY 10036 UNITED STATES		

Goods/Services Affected by Opposition


Class 041. All goods and services in the class are opposed, namely: EDUCATIONAL AND ENTERTAINMENT SERVICES, NAMELY, A CONTINUING PROGRAM ABOUT FOOD AND COOKING, ACCESSIBLE BY RADIO, TELEVISION, CABLE, FIBER OPTIC NETWORKS, WIRELESS NETWORKS, SATELLITE, AUDIO VIDEO, AND COMPUTER NETWORKS
--

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Mark Cited by Opposer as Basis for Opposition

U.S. Application No.	85160300	Application Date	10/25/2010
Registration Date	NONE	Foreign Priority Date	NONE

Word Mark	DESSERT FIRST
Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2010/01/26 First Use In Commerce: 2010/01/26 Websites in the field of cooking and food; On-line journals, namely, blogs in the field of food and cooking

Attachments	85160300#TMSN.jpeg (1 page)(bytes) Notice of Opposition - DESSERT FIRST.pdf (33 pages)(4219805 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/hoangchitruong/
Name	Hoang-chi Truong
Date	02/02/2012

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Television Food Network, G.P.
Trademark Application Serial No.: 85/104,049
Filed: August 10, 2010
Published: August 9, 2011
Mark: DESSERT FIRST

Anita Chu,)	
Opposer)	
)	
vs.)	Opposition No.
)	
Television Food Network, G.P.,)	
composed of Cable Program Management)	
Co., G.P., Scripps Networks, LLC, Tribune)	
(FN) Cable Ventures, Inc., and Cable)	
Program Management Co.)	
Applicant.)	
)	

NOTICE OF OPPOSITION

Ms. Anita Chu ("Opposer") believes that she will be damaged by registration of the trademark DESSERT FIRST, owned by Television Food Network G.P., composed of Cable Program Management Co., G.P., Scripps Networks, LLC, Tribune (FN) Cable Ventures, Inc., and Cable Program Management Co. ("Applicant"), for the services identified in U.S. Trademark Application No. 85/104,049, and hereby opposes that application. As grounds for its opposition, Opposer alleges:

I. The Parties

1. Opposer is a U.S. citizen, residing at 1388 Broadway, Unit 407, Millbrae, CA 94030.
2. On information and belief, Applicant is a Delaware partnership, with a principal place of business at 1180 Avenue of the Americas, New York, NY 10036.

II. Applicant's Application and Services

3. Applicant filed its application on August 10, 2009, under a Section 1(b) intent-to-use filing basis.

4. Applicant's application was published for opposition in the Official Gazette on August 9, 2011, for "educational and entertainment services, namely, a continuing program about food and cooking, accessible by radio, television, cable, fiber optic networks, wireless networks, satellite, audio video, and computer networks," in Class 41.
5. On information and belief, Applicant had not used its mark in commerce on or in connection with its services prior to the application filing date.

III. Opposer's Application and Services

6. Opposer owns U.S. Trademark Application No. 85/160,300 for the mark DESSERT FIRST for "websites in the field of cooking and food; online-journals, namely, blogs in the field of food and cooking," in Class 41. Opposer filed her application on October 25, 2010, under a Section 1(a) use filing basis, claiming January 26, 2010, as the date of first use and date of first use in commerce. A copy of Opposer's application, in the form of an excerpt from the online records of the U.S. Patent and Trademark Office ("USPTO"), is attached as Exhibit A hereto.
7. In an Office Action dated February 4, 2011, the USPTO noted Applicant's mark as a potentially conflicting mark, indicating that the effective date of Applicant's application precedes Opposer's filing date so Opposer's application will be suspended pending the disposition of Applicant's application.
8. Upon further investigation, Opposer notes that she started using the DESSERT FIRST mark in commerce earlier than as claimed in her application. In fact, Opposer started using the DESSERT FIRST mark in commerce at least as early as January 2006. Please see attached printouts from Opposer's website dating back to January 2006 as Exhibit B hereto. Therefore, Opposer used the DESSERT FIRST mark prior to Applicant's August 10, 2009, filing date.

IV. Pleading History

9. On August 25, 2011, Opposer filed a request to extend the time to oppose Applicant's application, which was granted, resetting Opposer's deadline to file a Notice of Opposition to December 7, 2011. *See* Exhibit C attached hereto.
10. On December 7, 2011, Opposer filed an additional request to extend the time to oppose Applicant's application, with Applicant's consent. This second extension request was also granted, resetting Opposer's deadline to file a Notice of Opposition to February 5, 2012. *See* Exhibit D attached hereto.

V. Claims

11. Opposer's DESSERT FIRST mark is distinctive of her services.

12. Opposer has continuously used the DESSERT FIRST mark in connection with her services since at least as early as January 2006, and has not abandoned the mark in connection with any of her services.
13. There is no question of priority – Opposer used the DESSERT FIRST mark in connection with her services prior to Applicant's filing date.
14. As a consequence of Opposer's extensive use and promotion of the DESSERT FIRST mark in commerce, the mark has become well known in the food and cooking industry to identify Opposer's services. As a result, Opposer's DESSERT FIRST mark has become a valuable asset of Opposer and principal symbol of her goodwill.
15. The parties' marks are identical.
16. Applicant's services are highly complementary and/or related to Opposer's services.
17. Given that the parties' marks are identical for complementary and/or related services, it is alleged that Applicant's mark so resembles Opposer's mark, previously used in the U.S. and not abandoned, as to be likely to cause confusion or to cause mistake or to deceive and to dilute the value and source-identifying power of Opposer's mark, thereby causing loss, damage, and injury to Opposer and the purchasing public.

VI. Request for Relief

18. Given the above, Opposer prays that this Notice of Opposition be sustained and that Applicant's application be denied and refused.

Date: Feb. 2, 2012



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Facsimile: 801-355-0160
Email: htruong@patentlawworks.net

Certificate of Service

The undersigned hereby certifies that a copy of the foregoing NOTICE OF OPPOSITION is being served upon all parties by first class mail on this 2nd day of February 2012, by depositing same in the United States mail, first class postage prepaid, in an envelope addressed to:

Ann K. Ford
DLA Piper LLP (US)
500 8th Street, N.W.
Washington DC 20004



Hoang-chi Truong

Exhibit A

Excerpt of USPTO Online Records for Opposer's
U.S. Trademark Application No. 85/160,300 for
DESSERT FIRST



United States Patent and Trademark Office

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DESSERT FIRST

Word Mark	DESSERT FIRST
Goods and Services	IC 041. US 100 101 107. G & S: Websites in the field of cooking and food; On-line journals, namely, blogs in the field of food and cooking. FIRST USE: 20100126. FIRST USE IN COMMERCE: 20100126
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85160300
Filing Date	October 25, 2010
Current Filing Basis	1A
Original Filing Basis	1A
Owner	(APPLICANT) Chu, Anita INDIVIDUAL UNITED STATES Unit 407 1388 Broadway Milbrae CALIFORNIA 94030
Attorney of Record	Hoang-chi Truong
Type of Mark	SERVICE MARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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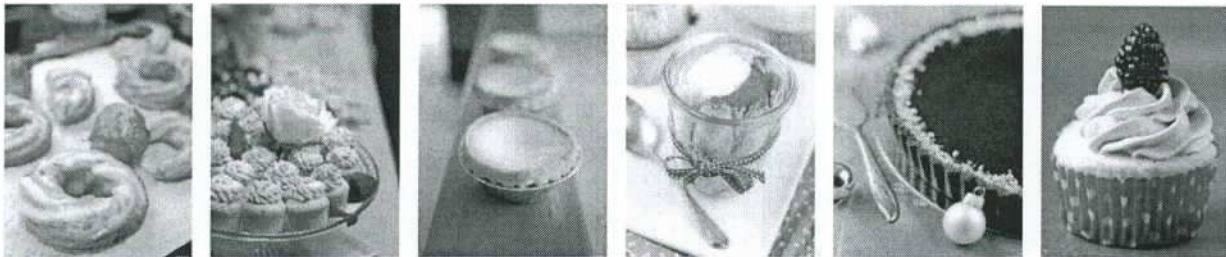
Exhibit B

Printouts from Opposer's Website
Dating Back to January 2006

dessert first

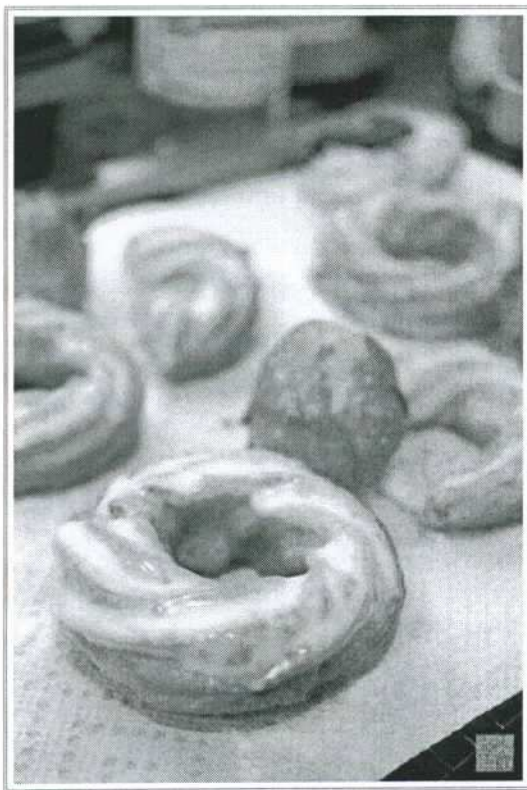
a passion for pastry

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Preaching the Donut Gospel

February 2nd, 2012



Before I go into a recap of my weekend spent spreading the donut gospel to eager culinary students, just a couple fun announcements:

Remember the [Driscoll's berry dessert contest](#) that I won? Part of my prize was the opportunity to have one of my recipes featured on Driscoll's website. That recipe, [Swirled Strawberry Cupcakes](#), is now up, in time for your Valentine's Day baking. Go take a look!

Also, I was flattered to be interviewed by [Poor Taste magazine](#), an irreverent online food periodical. If you're curious, pop on over for a read and take a look at some of the other great articles.

[Read more →](#)

Tags: [class](#) · [cruller](#) · [donut](#) · [tante marie](#)

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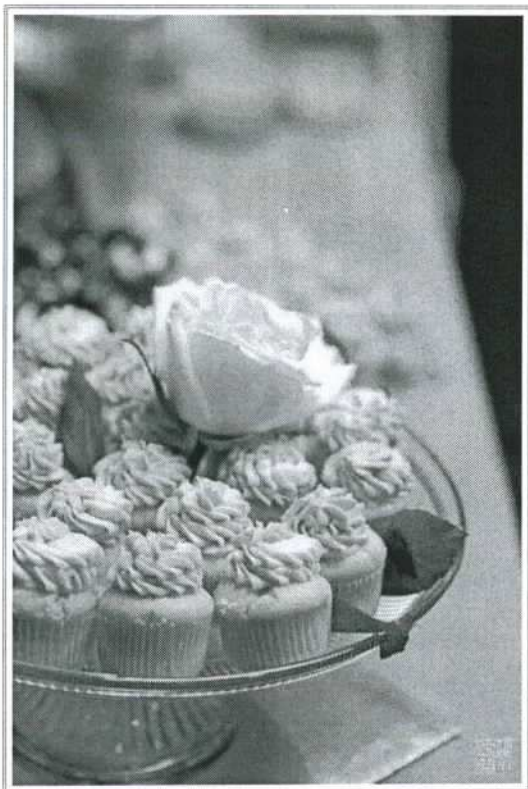
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{SF} All The Cupcakes You Can Handle: At The SF Cupcake Challenge

January 26th, 2012



Is the cupcake craze over? Apparently not in the Bay Area, where new cupcakeries are still proliferating. A couple weeks ago [DrinkEatPlay](#) invited me to judge at the 2nd Annual Bay Area Cupcake Challenge, where 13 cupcake bakeries competed for Best Cupcake and Best Bakery. Two cupcakes from each competitor equaled a whole lot of cupcakes to taste!

Tags: cupcake

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Hong Kong and Happy Chinese New Year

January 20th, 2012

Consider the Humble Chocolate
Chip Cookie

A Feast of Figs

Pure Dessert, Pure Inspiration

My Own Remembrance of
Things Past: Dan Tats

The Slow Drip of Coffee on a
Languorous Summer's Day

Still Life of Strawberry Tart

Beauty in Transience: Spring
Desserts

Mozart

Longing for Vienna: Linzertorte

Apple Pear Crisp with Muscato
Ice Cream: Ode to Autumn

Black and White Cake

My Favorite Cookie Ever

Blueberry Tarts with Lemon
Cream

Current Cookbook Faves



Jeni's Splendid Ice Creams at
Home



Momofuku Milk Bar



Miette: Recipes from San
Francisco's Most Charming
Pastry Shop



Sarabeth's Bakery: From My
Hands to Yours

Christmas Cookies

from
WILLIAMS-
SONOMA



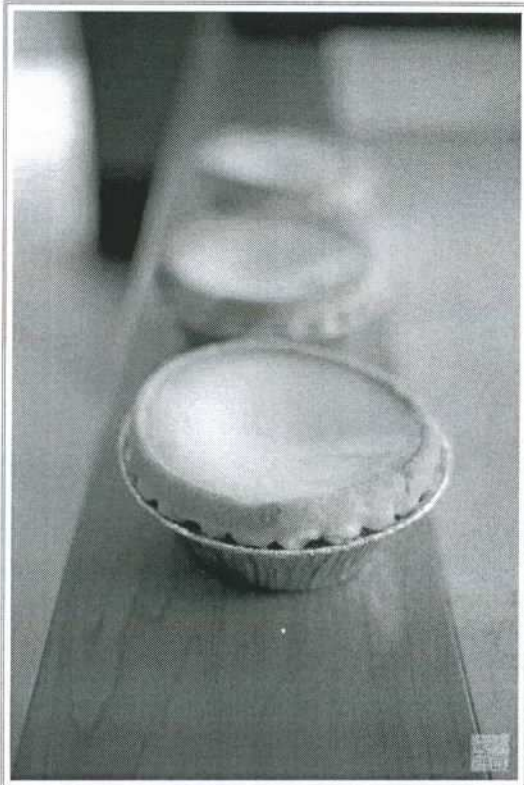
Holiday Cookie
Stamps, Set of 3

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It's almost New Year again - Chinese New Year! The Year of the Dragon starts on Monday, Jan 23. Just in time for me to share some (mostly food-related) snapshots of my trip to Hong Kong.

Tags: egg custard tarts · hong kong

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Venice: Farewell Honeymoon, Hello New Year

January 11th, 2012



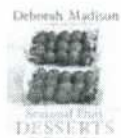
Flour: Spectacular Recipes from Boston's Flour Bakery + Cafe



Chewy Goopy Crispy Crunchy Melt-in-Your-Mouth Cookies



Baked Explorations: Classic American Desserts Reinvented



Seasonal Fruit Desserts: From Orchard, Farm, and Market

New on My Cookbook Shelf



Extraordinary Cakes: Recipes for Bold and Sophisticated Desserts



One Sweet Cookie: Celebrated Chefs Share Favorite Recipes

The last stop on our honeymoon was Venice, that classic city for romantics. One of the best things about being on a cruise ship was that we got to enter the city from the sea, and essentially sail along the entire length of the city. We were advised by the captain to be on deck, as this was one of the most spectacular port entrances in the world.

→ 10 Comments

A Chocolate Mint Tart to Round Out the Year

The image shows the front cover of the book 'Falling Slowly' by David Shields. The cover is a dark, textured grey. The title 'FALLING SLOWLY' is printed in a large, white, serif font, with 'FALLING' on the top line and 'SLOWLY' on the bottom line. Below the title, the author's name 'DAVID SHIELDS' is printed in a smaller, white, sans-serif font. The book is shown at a slight angle, revealing the spine on the left.



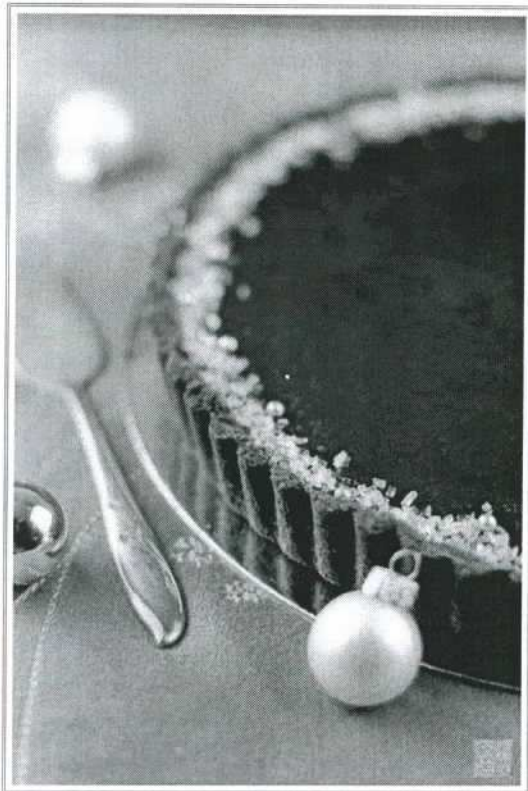
GOBBA
GOBBA
HEY



COOKIES

The Culinarian
A Novel
by Charles D. Johnson
1997

<http://dessertfirstgirl.com/>[2/2/2012 11:13:03 AM]



Reference

Hello dear readers,

In a couple of hours I'll be boarding a plane to fly back to the US, so I'll be ringing in the new year at home. It's been a great two weeks in Vietnam and Hong Kong, filled with family and, as always, a surfeit of good food. Below is one of my favorite photos I took during my trip, on a bus ride rounding the Hong Kong harbor - one of the prettiest views in the world, in my quite-biased opinion:

[Read more →](#)

Tags: chocolate · mint · tart

→ 20 Comments

[Back to top](#)

Holiday Greetings from Hong Kong

December 19th, 2011



Hello from Hong Kong! If it seems like I was just here...it's kind of true. I usually make a trip here every other year, but family events mean that I'll have made two trips here in 2011. I'm certainly not going to complain about twice the opportunities to eat egg custard tarts, xiao long bao, dim sum, and, well, just about everything else. The eating never really stops here.

I'm also making a short jaunt to Vietnam for the next few days, so the posting

schedule will unfortunately be delayed. If you want to keep abreast of what I'm doing, I'll be updating my [Twitter](#) and Instagram feeds when I can. And I'll check in when I return to HK on Christmas, so hopefully they'll still be a Christmas post on Dessert First this year!

Hope all of your holidays are going well and your kitchens are full of the scents of baking and the sounds of laughter!

Tags: hong kong

→ 5 Comments

Back to top

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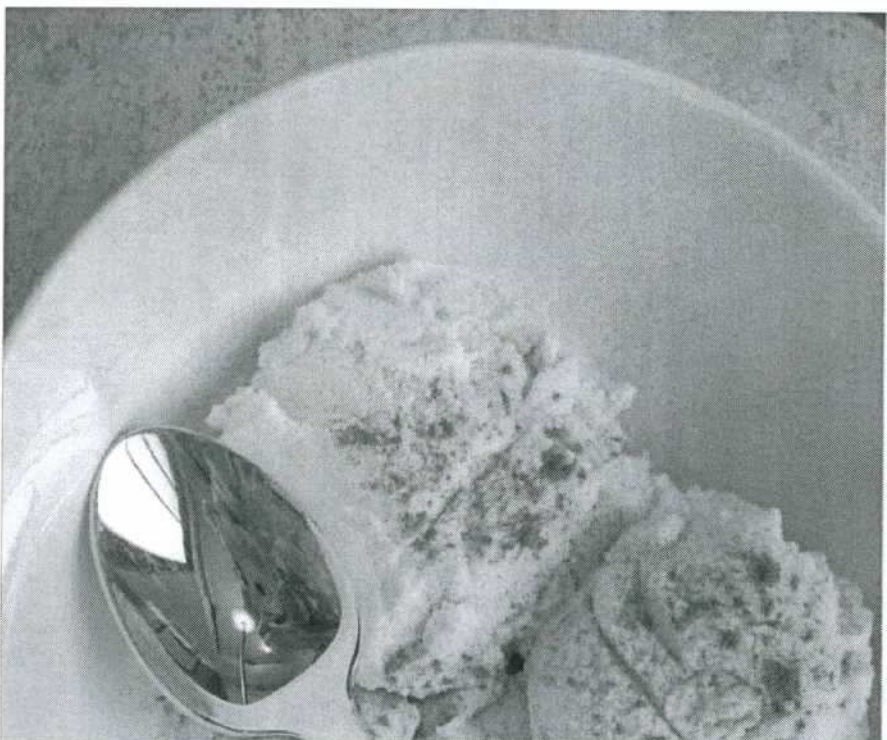
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ENTRIES FROM JANUARY 30TH, 2006

Burnt Honey and Cinnamon Ice Cream

January 30th, 2006 · 3 Comments · Ice Cream, Recipes



I was in the Crate and Barrel outlet store in Berkeley the other weekend and found this book (although as you can see it's much cheaper [at Crate and Barrel](#)). \$4.95 for a book on ice cream - why not?



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I had not heard of Shona Poole's book before but it's a pretty little creation with some interesting, offbeat recipes. (Gooseberry and elderflower sorbet? It's next on my list to try - as soon as I can find gooseberries and elderflowers!) I chose to make an ice cream with some more readily available ingredients when the mood struck on a warm weekend afternoon.

I realized that I could have submitted Burnt Honey and Cinnamon ice cream as an entry for Sam's [Sugar Low Friday](#) when I saw the recipe. Simplicity itself: honey, cinnamon, and yogurt! The result does taste very strongly of honey, so I imagine that would be the most critical ingredient choice. All I had in my pantry at time was a basic clover honey, so not much deliberation for me! The recipe involves heating the honey until it boils and *just* begins to burn (not too long or the honey will turn bitter) and then add a bit of water to stop the burning process; I ended up with a caramely, intense honey flavor. In the future I might try a lighter, more subtle honey, remembering that burning anything just strengthens the flavor!

The recipe uses yogurt as a base, so you don't even need to make a custard. You pour the cooled honey syrup and cinnamon into the yogurt, put it in the ice cream machine, and away you go! About half an hour later I found smooth rich ice cream in my machine!

The flavor is surprisingly intense, given the pale, unprepossessing appearance of the result. The honey and cinnamon really complement each other well - I sprinkled a bit more cinnamon on top for the photo but it really isn't necessary.

As a footnote, I took the photo in a rush this morning before work - I think it turned out all right but if you look closely you'll notice my reflection accidentally captured in the spoon!

Tagged with: [SHE #15](#) + [Low Sugar](#) + [ice cream](#) + [cinnamon](#)

Tags:

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Sugar High (Low) Friday #15/Happy Chinese New Year: Almond Orange Panna Cotta

January 27th, 2006 · 8 Comments · Custards, Recipes

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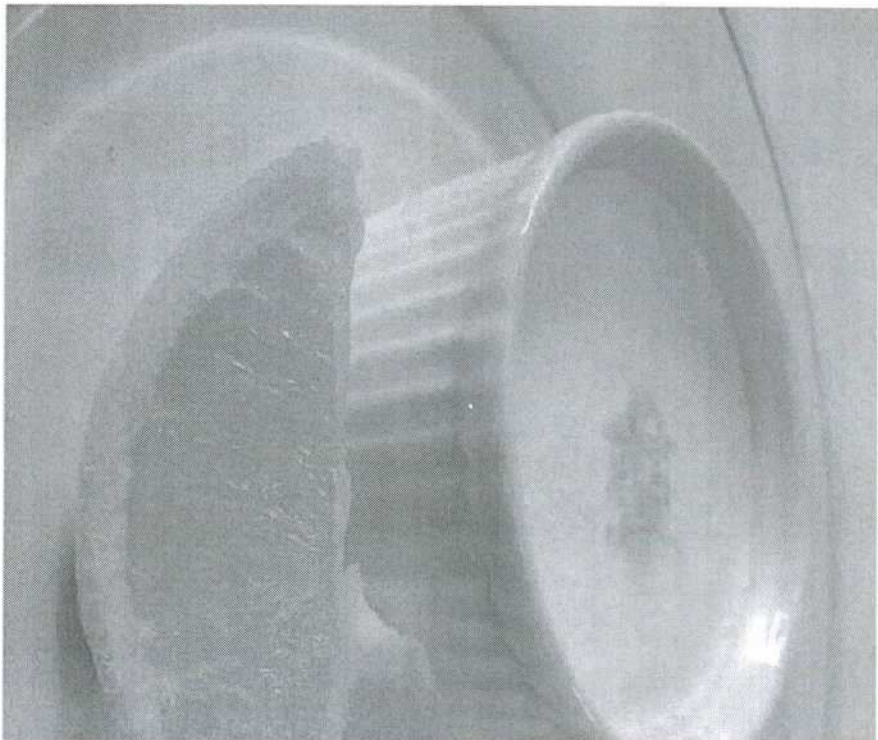
Christmas Cookies

from WILLIAMS-SONOMA

Holiday Cookie Stamps, Set of 3

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I found it ironic that I started this blog with a focus on desserts, and then the next Sugar High Friday to come along had the theme of Sugar Low! Usually the only concessions I make in baking are to use low or nonfat milk, perhaps a smidge less butter or sugar, and then cheerfully espouse the philosophy that it's better to have a small bit of perfection than a lot of mediocrity. (Case in point: the only time I've ever felt ill from eating too much sweet stuff was when I consumed too many Hershey's Nuggets in a Valentine's frenzy).

However, I happily got inspiration from Chinese New Year, which is just two days away. Chinese desserts are typically fruit and nut based, and are low in sugars and fats - one of the reasons why I can never get my mom to eat more than a tiny slice of my ultra-rich chocolate cakes. There is a traditional dessert for Chinese New Year called *nian gao*, which is a cake made with glutinous rice flour, fruit, and nuts, and then steamed. The result is dense, sweet, and sticky - honestly, I'm not too fond of it!

There is, however, another Chinese dessert, not associated with New Year's per se,



Jen's Splendid Ice Creams at Home



Momofuku Milk Bar



Miette: Recipes from San Francisco's Most Charming Pastry Shop



Sarah's Bakery: From My Hands to Yours



Flour: Spectacular Recipes from Boston's Flour Bakery + Cafe



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but in the repertoire of every Chinese mother I knew when growing up - almond tofu. This confection is really nothing more than almond flavored jello - when set it turns milky white, and bears a striking resemblance to tofu when cut into squares, hence the name. There is actually "almond tofu dessert" mix sold in most Asian groceries - you simply dissolve the powder in hot water a la jello, add milk, let it set overnight, cut into squares, and serve with canned fruit cocktail. I remember seeing this many a time at potlucks when I was a child.

While almond jello is certainly low fat, I wanted to see if I could make it a bit more sophisticated and combine it with the lovely creamy texture of panna cotta. I also wanted to add in some orange to tie it to New Year's - in Chinese tradition, we give oranges and tangerines to friends and relatives at New Year's because they symbolize wealth and good luck.

In the end, I used a combination of mostly milk and a bit of cream, flavored with almond extract and orange peel. I tried reducing the cream and using water, but the results were too bland and rubbery. So the cream stayed - you can get about six servings out of this so I don't think there's too much fat. I thought it came out pretty well - soft, pillowy, almond- and orange-scented comfort food.

Gung Hay Fat Choy, and best wishes for a happy (and healthy) New Year!

Almond Orange Panna Cotta

Serves 6

4 oz sugar

1 1/2 cups cream

zest from 1/2 orange

1 Tbsp almond extract

2 1/2 cups milk

1 Tbl gelatin powder

Combine the cream, orange zest, almond extract, and 4 oz sugar in a saucepan. Heat to scalding, then remove from the heat and let infuse for about 10 minutes.

Sprinkle the gelatin over the milk and let it soften for a few minutes, then stir into the cream mixture. Heat the mixture to scalding. Remove from heat and let cool until it begins to thicken.

Pour the mixture into individual ramekins. Cover and refrigerate overnight.

Tagged with: [SHE #15](#) + [Low Sugar](#)

Tags:

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Chewy Goovey Crispy Crunchy Melt-in-Your-Mouth Cookies



Baked Explorations: Classic American Desserts Reinvented



Seasonal Fruit Desserts: From Orchard, Farm, and Market

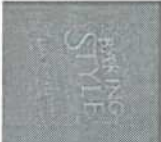
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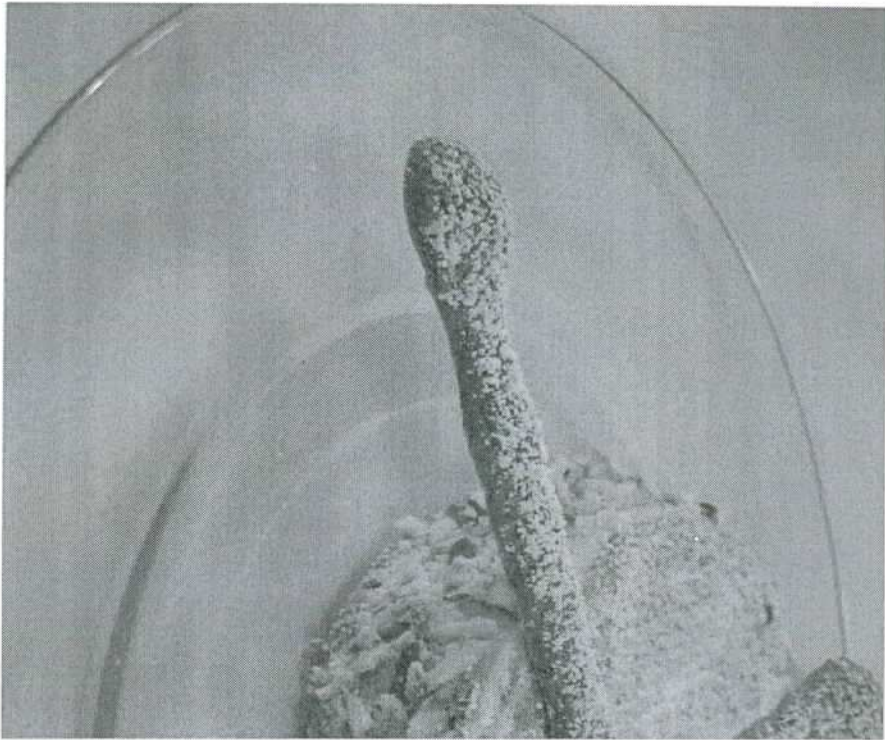
One Sweet Cookie: Celebrated Chefs Share Favorite Recipes



Baking Style: Art, Craft,

Succés Meringue Cake

January 25th, 2006 · 2 Comments · Pastry



Since I had some coffee buttercream left over from the opera cake, I decided to make another one of my favorites from pastry class, the succès meringue cake. This is another very traditional French dessert that is quite outrageously scrumptious! It is really a variation of the dacquoise, which is several layers of crisp baked meringue disks sandwiching a buttercream filling, usually hazelnut-flavored. The succès uses coffee buttercream instead of hazelnut, giving it a bit more of a sophisticated bite. I decided to make my cake individual-sized, so each one has three little meringue disks, two layers of buttercream, and is covered with almonds.



Dolci: Italy's Sweets



Gobba Gobba Hey: A Gob Cookbook



Pie: 300 Tried-and-True Recipes for Delicious Homemade Pie



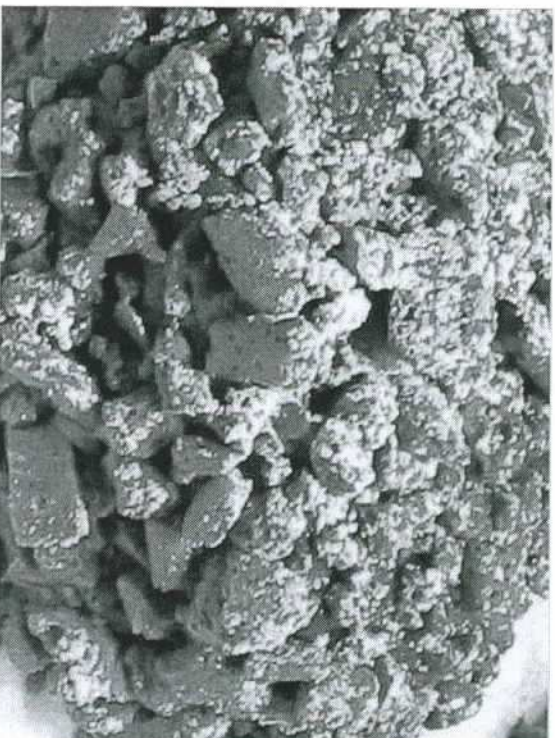
Cookies at Home with The Culinary Institute of America



The Culinarian: A Kitchen Desk Reference

I like this dessert a lot. The contrast between the thin, crispy meringue disks and the smooth, rich buttercream makes it seem very light and refreshing, not heavy at all. It's also fun to pipe out the meringue batter into circles and make funny shapes with the remainders - I did some decorations for the cake.

There is another well-known version of the dacquoise called the Concorde, which was created by the famous French pâtissier Gaston Lenôtre in honor of the Place de la Concorde in Paris (the plaza with the obelisk in the center). This is a visually intriguing dessert: it is made of chocolate meringue disks alternated with chocolate buttercream, and then entirely covered with little chocolate meringue rods and cylinders. They look like little hedgehogs to me!

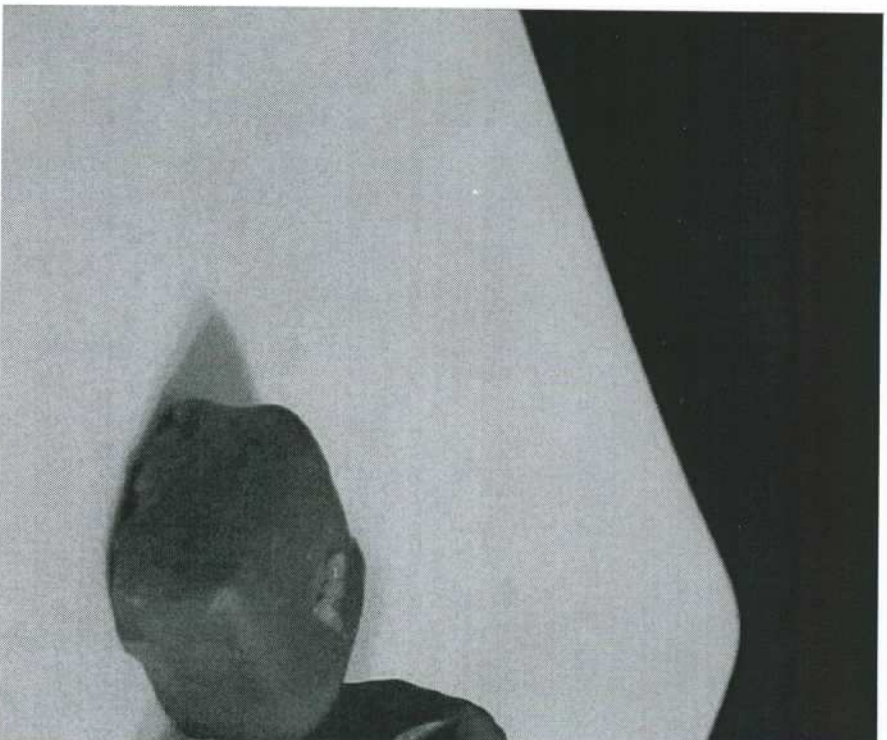


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Chocolates for Christmas

January 19th, 2006 · 5 Comments · Chocolate



These are some chocolates I made for gift-giving at Christmas - I finally got to document them! I was inspired by Michael Recchiuti's Chocolate Obsession, a beautiful tome that has recipes for many of his exotic creations, like his Key lime pears and star anise-pink peppercorn chocolates.

Candy-making has always made me nervous - the idea of tempering incorrectly and ruining several pounds of expensive Valrhona chocolate gives me fits. I finally used a Callebaut with a 65% cocoa content - dark, but not too bitter. I figured it was a good overall choice for the different flavors I was making, as I didn't have the time or space for multiple pots of tempered chocolate!

Another note about tempering chocolate - I find I am much more successful with dark chocolate. Whenever I try to temper milk chocolate, I will sometimes get the desired glossy streak-free result, and other times I will get a clumpy mess (hence the other reason the chose dark chocolate for this project) I've sometimes been tempted by those fancy tempering machines in the cooks' catalogs, but the high prices always put me off. Besides, there is something exciting about successfully

tempering by hand - taking chunks of chocolate and turning them into a velvety smooth liquid, slowly stirring and checking until you *feel* the right resistance against your spoon, then dipping your fillings in (or pouring over your waiting cake), and waiting for the lovely shiny finish to appear.

Making chocolates is surprisingly easy - you make the filling (*ganache*) of your choice and spread it evenly in a pan to set overnight, then cut it into little bite-sized pieces. Then temper the chocolate, dip your pieces in, let them set up, and *vollia!* Chocolates!

I chose a variety of flavors that intrigued me: earl grey infusion (not shown), vanilla and chocolate, jasmine tea infusion, and burnt caramel. The burnt caramel was probably my favorite: the ganache was particularly smooth and creamy, with smoky undertones of caramel. Dark, not too sweet, and quite addictive.

I still have quite a lot of the Callebaut in my kitchen, so perhaps I'll try some of the other flavors in the future. After I make sure that all the traces from the last time have been cleaned off. I try to be clean, but when it comes to chocolate, the saying is true: it gets *everywhere*.

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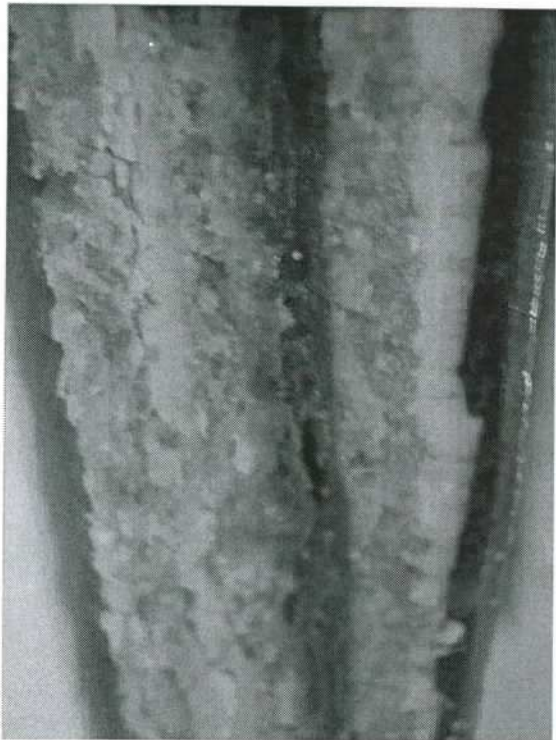
Opera Cake

January 19th, 2006 · 3 Comments · Cakes



One of my favorite things I learned to make in pastry class was the Opera cake. This classic French dessert was created by Louis Clichy, who called it - quite naturally - the Clichy. However, it was popularized by the Parisian pâtisserie Dalloyau as the Opera cake and is now mostly known by that name. It is a wonderfully rich and dreamy combination of delicate almond biscuit or *joconde*, chocolate ganache, coffee buttercream, and chocolate glaze. It's like a very refined and decadent layer cake.

I used a version of the recipe which called for four layers of the *joconde*, three layers of buttercream, a layer of ganache, and the glaze. While the combination of flavors and textures was just as luscious as I remember, I think I prefer the slimmed-down seven layer version I've made before. The balance of buttercream and chocolate seemed to work better. (I'm not the biggest fan of buttercream, but its espresso-laced incarnation in the opera helps make it the out of the world experience it is for me).



There is a very good recipe for Opera cake in Doris Greenspan's Paris Sweets - she adapted Dalloyau's own version of it! I actually had the fortune of trying Dalloyau's version in Paris last fall. I have to say that even though I was a tourist buying just a 5 euro slice of cake, I was treated with the same friendly, smiling service that all the other customers picking up their orders of foie gras and truffles!

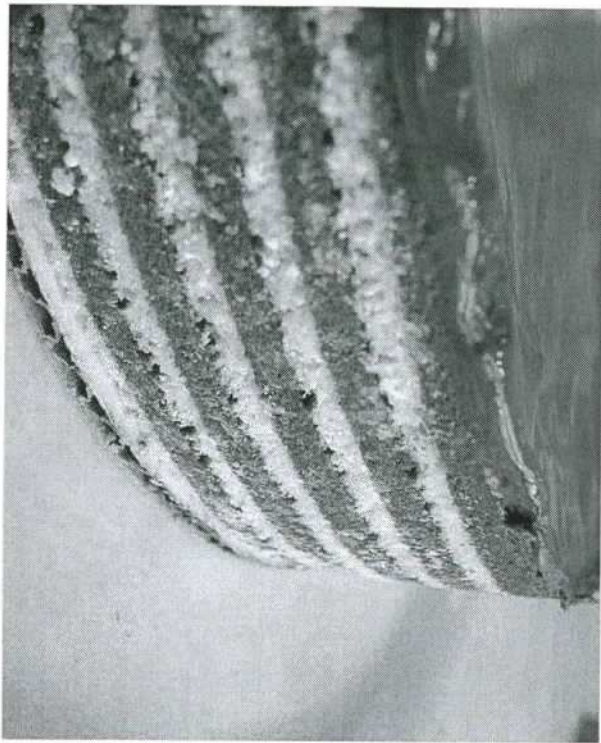


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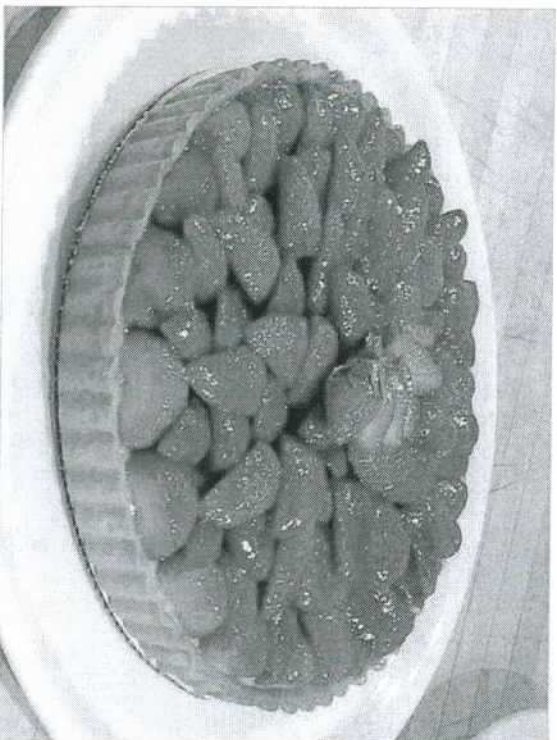
January 17th, 2006 · 32 Comments · Personal



Who am I: My name is Anita and I am a Bay Area native, living and working around San Francisco, whose lifelong addiction to all things sweet has developed into a happy baking and photography hobby.



Where I've been: In 2005 I took a six-month professional pastry course at Tante Marie's Cooking School, which focused on classic French patisserie. I braved the perils of burning sugar, overwhipped egg whites, and melting fondant to make croissants, croquembouche, and tarte tatin. A record of my travails can be found at my Flickr page.



Where I'm going: I haven't made the jump to full-time pastry; instead, I got hooked

on documenting my and my classmates' creations during pastry class. Right now I am enjoying baking what suits my fancy (I am working my way through several of Pierre Hermé's books) and taking pictures of them. I hope you enjoy them!

I am also available for freelance work as a food writer, stylist, and photographer. Please contact me at [pastrygirl.dessertfirst\(AT\)gmail\(DOT\)com](mailto:pastrygirl.dessertfirst(AT)gmail(DOT)com).

Mentions in the Press

Baking?! - Feature recipe in November 2007 newsletter.

Edible East Bay - Charles and the Chocolate Factory, feature article, Fall 2007

Photo shoot for private client, July 2007.

CAH SweetTalk - Profiled in summer 2007 newsletter.

Schmap Travel Guides - Food photos selected for Schmap Paris Guide.

Second place in Edibility, Third place Overall, Does My Blog Look Good in This, June 2007

Edible East Bay - A Day in a Life Full of Chocolate, feature article and cover photo, Winter 2007

Food and Wine - Honorable Mention in Food Photography Contest, October 7, 2006

First place in originality, Does My Blog Look Good in This, October 2006

First place, Does My Blog Look Good in This, September 2006

Chow Food Media Blog - How to Make a Pastry Chef Happy September 26, 2006

KOED Bay Area Bites - Featured Post September 19, 2006

Slashfood - Featured Post July 3, 2006, August 28, 2006, September 12, 2006, October 10, 2006, October 27, 2006, December 27, 2006

Food and Wine - Top Five Posts in the Food and Wine Blogosphere, Week of July 31, 2006

Typepad Featured Blog, July 29, 2006

Taste TV Featured Blog

Gothamist - Article on strawberries, June 21, 2006

SFist - Food Blog Round-Up July 10, 2006; May 29, 2006; May 22, 2006; May 15, 2006; September 11, 2006; September 25, 2006; October 2, 2006; October 16, 2006

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Exhibit C

Opposer's August 25, 2011, Request for Extension of
Time to Oppose Applicant's Application
and Approval of Same

ESTTA Tracking number: **ESTTA427031**

Filing date: **08/25/2011**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Applicant:	Television Food Network, G.P.
Application Serial Number:	85104049
Application Filing Date:	08/10/2010
Mark:	DESSERT FIRST
Date of Publication	08/09/2011

First 90 Day Request for Extension of Time to Oppose for Good Cause

Pursuant to 37 C.F.R. Section 2.102, Anita Chu, 1388 Broadway, Unit 407, Millbrae, CA 94030, UNITED STATES, an individual and a citizen of UNITED STATES respectfully requests that he/she be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown .

Potential opposer believes that good cause is established for this request by:

- The potential opposer is engaged in settlement discussions with applicant

The time within which to file a notice of opposition is set to expire on 09/08/2011. Anita Chu respectfully requests that the time period within which to file an opposition be extended until 12/07/2011.

Respectfully submitted,
/hoangchitruong/
08/25/2011

Hoang-chi Truong

Patent Law Works LLP

165 South Main Street, Second Floor

Salt Lake City, UT 84111

UNITED STATES

trademarks@patentlawworks.net

801-258-9832

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Hoang-chi Truong
Patent Law Works LLP
165 South Main Street, Second Floor
Salt Lake City, UT 84111

Mailed: August 25, 2011

Serial No.: 85104049
ESTTA TRACKING NO: ESTTA427031

The request to extend time to oppose is granted until
12/7/2011 on behalf of potential opposer **AnitaChu**

Please do not hesitate to contact the Trademark Trial and
Appeal Board at (571)272-8500 if you have any questions
relating to this extension.

Note from the Trademark Trial and Appeal Board

TTAB forms for electronic filing of extensions of time to
oppose, notices of opposition, petition for cancellation, notice
of ex parte appeal, and inter partes filings are now available
at <http://estta.uspto.gov>. Images of TTAB proceeding files can
be viewed using TTABVue at <http://ttabvue.uspto.gov>.

Exhibit D

Opposer's December 7, 2011, Request for Extension of
Time to Oppose Applicant's Application
and Approval of Same

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Television Food Network, G.P.
USPTO Case No. 05/330
08/10/2010
DESSERT FIRST
08/09/2011

60 Day Request for Extension of Time to Oppose Upon Consent

Pursuant to 37 C.F.R. Section 2.102, AnitaChu, 1388 Broadway, Unit 407, Millbrae, CA 94030, UNITED STATES respectfully requests that he/she/it be granted an additional 60-day extension of time to file a notice of opposition against the above-identified mark with applicant's consent.

The time within which to file a notice of opposition is set to expire on 12/07/2011. AnitaChu respectfully requests that the time period within which to file an opposition be extended until 02/05/2012.

Respectfully submitted,
/hoangchitruong/
12/07/2011

Hoang-chi Truong

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UNITED STATES

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UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Hoang-chi Truong
Patent Law Works LLP
165 South Main Street, Second Floor
Salt Lake City, UT 84111

Mailed: December 7, 2011

Serial No.: 85104049
ESTTA TRACKING NO: ESTTA445030

The request to extend time to oppose is granted until
2/5/2012 on behalf of potential opposer **AnitaChu**

Please do not hesitate to contact the Trademark Trial and
Appeal Board at (571)272-8500 if you have any questions
relating to this extension.

Note from the Trademark Trial and Appeal Board

TTAB forms for electronic filing of extensions of time to
oppose, notices of opposition, petition for cancellation, notice
of ex parte appeal, and inter partes filings are now available
at <http://estta.uspto.gov>. Images of TTAB proceeding files can
be viewed using TTABVue at <http://ttabvue.uspto.gov>.